



GSA Greater Southwest Region

April 17, 2001

Dear New Contractor,

The General Services Administration (GSA) has a marketing staff that uses various methods for advertising your products and we are here to help you. At GSA our number one publication is **MarkeTips**. **MarkeTips** is published every other month and reaches over 120,000 of the top Military and Federal decision-makers and buyers in the world. We have had great success with **MarkeTips**.

We encourage all new contractors to participate in advertising through this medium currently at no cost. In-depth submission requirements are attached. It is suggested:

- **Submit two color photos of all photos to be published.**

Images should be sent as mail-in items but may be sent electronically for early review. If sent electronically they must be in **TIF or EPS format and 300 d.p.i. only.** If ZIP disks or Jaz disks are used, they will be returned to you if requested.

- **Only a ¼ or ½ page ad is acceptable.** Due to space limitations, no more than a **half (7.5"x4.5" or 3.5"x9.5") or one fourth (3.625"x4.5") of a page** may be accepted. If sent on a disc please accompany the disc with a color printout of the advertisement for review. Refer to the attached **MarkeTips** advertising specifications for guidance.

Advertisements that do not adhere to the attached guidelines and specifications will not be printed. It is up to the contractor to assure that proper material is submitted on ½ or ¼ a page format.

The "**on or before**" submission deadlines are as follows:

Edition	Due to 7FXA	Theme
Sep/Oct 2001	May 8, 2001	GSA Advantage!
Nov/Dec 2001	July 23, 2001	Open

Approximately one-third of magazine space will be dedicated to theme-related material. As such, the national **MarkeTips** editor in Washington, D.C. may hold your advertisement for that upcoming theme. Therefore, this office cannot address whether or not the advertisement will "be in a specific edition." The remaining space, after the theme material has been used, will be dedicated to advertisements and general articles. **Submission deadlines are subject to change without notice.**

It is suggested that upon receipt of this letter, your firm provide this office with your advertisement as soon as possible if you decide to submit. Once the material is received, the

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advertisement will be reviewed for acceptability for publication in the forthcoming issue of **MarkeTips**. It is highly suggested that a contact person and phone number be submitted with the material so contact may be established if necessary. All materials should be labeled with your firm's name, address, phone and contract number.

Please send information to:

GSA, Federal Supply Service, 7FXA
Attn: Sharon Strohecker, MarkeTips
819 Taylor Street, Room 6A24
Fort Worth, TX 76102

For questions, call me at (817) 978-2504; or email sharon.strohecker@gsa.gov .

Again, thank you for your cooperation and welcome to GSA.

Sincerely,



Sharon Strohecker
Marketing Specialist (7FXA)
GSA, Federal Supply Service

Attachment